

SEP 18 2006

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**FACSIMILE COVER SHEET**

**FAX NO** : (571) 273-8300  
**TO** : Commissioner for Patents  
Mail Stop: Amendment  
**FROM** : Oleg F. Kaplun, Esq. of Fay Kaplun & Marcin, LLP  
**DATE** : September 18, 2006  
**SUBJECT** : U.S. Patent Appln. Serial No. 09/653,767  
for *Frames-Based Advertising Service*  
with *Response and Activity Reporting*  
Inventor(s): Allan et al.  
Our Ref.: 40116/06801

**NUMBER OF PAGES INCLUDING COVER :** 10

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**MESSAGE:**

Please see attached.

Thank you.

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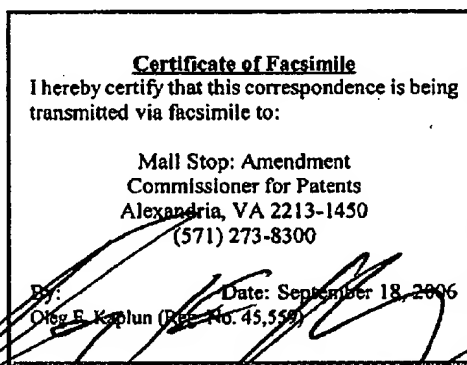
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Attorney Docket No.40116/06801 (A-68678)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****RECEIVED**  
CENTRAL FAX CENTER**SEP 18 2006**

Applicant : Allan et al.  
Serial No. : 09/653,767  
Filed : September 1, 2000  
For : Frame-Based Advertising Service With Response And Activity Reporting  
Group Art Unit : 3629  
Examiner : Jonathan P. Ouellette

Mail Stop: Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL**

Transmitted herewith please find a Response to the Non Final Office Action mailed June 26, 2006 for filing with the USPTO in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge any additional required fees to the Deposit Account of Fay Kaplun & Marcin, LLP No. 50-1492. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: September 18, 2006

By: [Signature]  
Oleg F. Kaplun (Reg. No. 45,559)

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Attorney Docket No.40116/06801 (A-68678)

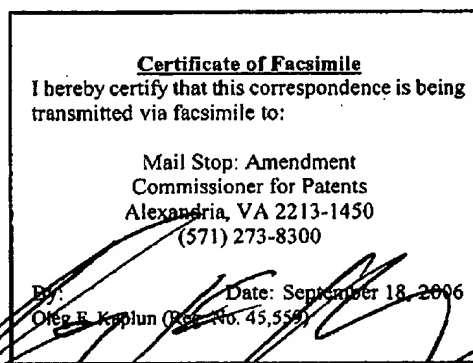
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**RESPONSE**

In response to the Non-Final Office Action mailed June 26, 2006 in the above-identified application, please consider the following remarks: